

LOS ANGELES COMMUNITY COLLEGE DISTRICT

770 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90017 - 213/891-2000

CITY. EAST. HARBOR. MISSION. PIERCE. SOUTHWEST. TRADE-TECHNICAL. VALLEY. WEST

Administrative Offices - Marshall E. Drummond, Chancellor

REQUEST FOR PROPOSALS (RFP)

Telecommunications Management Consultant for Marketing, Leasing, Development, and Program Management of Wireless Cellular Sites - Districtwide

The Los Angeles Community College District (District), Office of Facilities Planning and Development, on behalf of the Board of Trustees, is seeking to retain a qualified Telecommunications Management Consultant (TMC) that will provide services for marketing, leasing, development and property management of wireless cellular sites as a part of the Proposition A/AA Bond Program (Bond Program) and other District Programs throughout the District's nine (9) campuses and two (2) satellite centers. A list of these locations is included in Attachment "A".

Proposals must be addressed to Larry Eisenberg, Executive Director, Facilities Planning and Development and mailed or otherwise delivered to the attention of **Claudia Garcia, Contract Administrator** at the office of the Program Manager:

**Build-LACCD
915 Wilshire Boulevard, Suite 810
Los Angeles, CA, 90017**

Questions concerning this RFP must be in writing and may be submitted via e-mail (preferred) or by fax not later than the date shown below. Please direct the questions to **Ann Kovara, Procurement Strategies Specialist** as follows:

ann.kovara@Build-LACCD.org

Fax: (213) 996-2534

Following the questions deadline all questions and answers will be summarized and posted on the District's website (www.propositiona.org) within two days after the questions deadline under the RFP posting.

A **mandatory Pre-proposal Conference** will be conducted in the offices of the Build-LACCD Program Management Team at the date and time shown below.

Dates and Deadlines:

RFP Posting Date:

Pre-proposal conference (Mandatory)

Questions Deadline:

Proposals due not later than:

Thursday – May 1, 2008

Thursday – May 8, 2008 @ 10am

Friday - May 16, 2008 @ 4pm

Wednesday - May 28, 2008

A. BACKGROUND

The Los Angeles Community College District serves over one hundred cities and communities in an area encompassing 882 square miles. The District extends from Agoura Hills in the west San Fernando Valley to the City of San Fernando in the north and Burbank to the east. The service area includes Beverly Hills and Westwood on the west side of the greater Los Angeles basin as well as Monterey Park and San Gabriel on the east side and Palos Verdes Estates and San Pedro to the south. The nine colleges and their satellite locations educate more than 120,000 students a year. The mission of the District is " . . . to provide comprehensive lower-division general education, occupational education, transfer education, counseling and guidance, community services, and continuing education programs which are appropriate to the communities served and which meet the changing needs of students for academic and occupational preparation, citizenship, and cultural understanding." The Western Association of Schools and Colleges accredits each of the nine colleges. A seven-member Board of Trustees, elected at large for four-year terms, governs the District. Educational master plans and facilities master plans are being developed at each of the nine colleges in response to the unique needs of their respective communities.

Geographically, the District's nine colleges range in size from twenty-two to over four hundred fifty acres. Facilities include newly constructed classroom buildings as well as outdated structures older than fifty years.

In 2001 and again in 2003 the voters of Los Angeles County authorized the Los Angeles Community College District to issue bonds for a total of \$2.2 billion dollars of funds to be used for the construction, repair, renovation and upgrades of the nine community colleges and the acquisition of two satellite campuses within the District. Within the next several years, each campus will be opening several major new buildings that will be outfitted with new furnishings and equipment. These buildings range from Child Development Centers, Health and Technology Centers, Science Centers, Biology and Chemistry Labs, Culinary Arts Centers, Performing Arts Centers, Libraries, Administrative Offices, Student Services, Gymnasiums, Athletic fields and Concession Stands to standard classrooms. Budgets for furnishing and equipment of these buildings range from \$200K to \$5M dollars.

Further information about the District and the ballot measures can be found on the following web sites: <http://www.laccd.edu> or www.propositiona.org

B. DESCRIPTION OF SERVICES

The District is interested in receiving wireless services for voice and data at its campuses districtwide, in exchange for offering space to co-locate wireless carriers at strategic locations identified in the RFP in order to keep pace with the ever changing technology needs of its vital college campuses. The District is also interested in the potential for receiving revenue based on rent received from wireless carriers not providing initial blanket wireless coverage for each campus. All installations must be compliant with applicable standards for broadband wireless and allow the district to secure connectivity to portions of its network.

The District intends to accommodate these sites within structures that do not change the aesthetics of the campuses, and can expedite approvals both within the District and the DSA to facilitate longer-term leases. In using these sites, Carriers will help bring educational and 24-hour access to professional development opportunities to all Californians.

The purpose of this RFP is to retain a qualified Telecommunications Management Consultant (TMC) that will provide exclusive services on an annual basis (12 month period) with up to four additional renewal periods for marketing, leasing, development and program management of the leasing or licensing of wireless cellular sites at various campus locations and satellite centers and specifically to assist the District with the following activities (list of current tenants and contract durations are included as Attachment “A”):

- i. Developing and assisting in ratifying a District policy that will allow wireless service providers (Carriers) the ability to co-locate their wireless site(s) on strategically placed wireless towers. It is expected that this policy may include ground or rooftop space lease for more than one location per campus and boosters to ensure delivery of broadband wireless throughout a campus, and extend to a surrounding 3-mile radius for use by registered students and faculty. The District expects to receive full free wireless coverage at each location in addition to a revenue stream. Multiple carriers may be located at a site and a combination of service and revenue is anticipated. The TMC will develop and present the policy to the Board of Trustees/ Chancellor for approval, as required.
- ii. Developing conceptual locations for each campus that will ensure campus wide coverage and be attractive locations for potential carrier tenants. The District has a minimal tower presence at three of its campuses. (see Attachment “A” for locations.) Developing analysis and recommendations of in-building systems to ensure blanket coverage, including Radio Frequency (RF) survey and feasibility. Obtaining district concurrence for these potential sites and finalizing locations with an order of magnitude cost for development of each site and in-building needs to provide blanket coverage and meet carrier needs including need for emergency power, access, and other anticipated operations/ maintenance needs for the foreseeable future. The District concurrence will include acceptance by each college for service and potential benefits.
- iii. Developing a marketing strategy and an implementation plan to promote the site locations to prospective wireless carrier tenants for new build, and relocation opportunities for lease. The District may enter into long-term leases and offer rapid deployment which could be an asset to potential Carrier tenants. The District is not subject to entitlement approvals and could obtain expedited facility modification approvals from the DSA.
- iv. Under District guidelines, work with the District to develop a bid draft License Agreement for site licenses including economics, duration, environmental hazards, expansion and contraction rights, rights to relocate/remove equipment, access rights, support infrastructure, non-disturbance issues, interference concerns, mechanical and life safety aspects. Obtain District approval for issuance of the bid to potential carrier tenants, and supporting it through evaluation of responses.

- v. Prepare a summary report detailing each carrier's proposal with a detailed critique of the bid, reviewing "stealth" proposals by carriers, comprehensive financial analysis vs. RF propagation maps, highlights of technical and location data, recommendations with suggested counter offers, and summary of coverage conditions and factors. Assist the District in negotiating and finalizing lease agreements. Upon receipt and approval of pre-signed leases, the District will initiate detail design, engineering and construction of wireless cellular towers.
- vi. Leading the telecommunications aspect of locating and designing the best value-added options at each campus that ensures full coverage within each campus and a 3-mile radius outside each campus for access by registered students and faculty, upon execution of pre-signed leases. District will provide engineering for each site development. The design would receive expedited approvals from the District and the DSA and shall include complete engineering documentation including delineating needs for power, communications, access, parking and other anticipated operations/ maintenance needs for the foreseeable future. Restrictions for District use of adjoining structures/ ground/ air space shall also be clearly identified. The District will process the designs with the DSA, however, the TMC may be required to assist in clarifications/ facilitation with the DSA.
- vii. Managing telecom aspects of construction including budgeting, scheduling and quality control for the development. All site work shall be coordinated with the District to alleviate disruptions to normal business and coordination with other concurrent projects at each campus. The District has an Environmental Sustainability policy and the TMC shall strive to meet or exceed these goals for the entire development including installation of recognized sustainable equipment or products. Use of non-renewable power sources is discouraged, and the District may, on a case by case basis, offer its renewable power for use by Carrier tenants.
- viii. Assisting with site testing, commissioning and startup services, and project closeout requirements at each location to the satisfaction of the District. Project closeout will include transfer of electronic and hard copy documents developed for this project such as District Policy/ Strategic plan for wireless services, all RFP, lease and license, implementation/ construction, and Property Management/ Reseller agreement information.
- ix. Managing the installation, testing and startup of carrier equipment by Carriers to ensure that there is no disruption of college activities.
- x. Providing all aspects of site and lease management, collections, audits and compliance fee based services; and on-going required and approved site modifications upon commencement of a carrier's services at a location.
- xi. The District and TMC shall jointly develop key performance indicators (KPIs) for the life-cycle of the leases, which will be used as a means for compensation such that exceeding requirements may provide a fee incentive, while falling short of performance requirements may result in fee penalties.

- xii. Initial lease opportunities will be provided exclusively to the selected TMC for a one-year period, with the possibility of four (4) additional annual renewals awarded based on performance gauged by the identified KPIs. However, commissions from revenues will continue for the duration of executed leases paid annually from receipts by the District.

C. REQUIRED INFORMATION AND FORMAT

Brevity is valued by evaluators. Responses are to be straightforward, clear, concise and specific to the requirements of this RFP. The response should not include extraneous publications such as published articles, directories or lengthy client lists. Submit only information that is pertinent. In order to be considered for selection, responders must submit the following documentation:

- 1) A letter of introduction signed by an authorized officer or owner of the organization not to exceed one (1) page:
 - a. Letter should also identify the specific individual from the organization who will be responsible for leading the project.
- 2) A statement of qualifications not to exceed five (5) pages. Using as a minimum the following criteria, state why your firm believes it is qualified to provide the services requested in the RFP, describing the offered services:
 - a. Provide information on your firm's internal organization and experience performing work of similar scope, including at least a minimum of five (5) years experience in providing Wireless/ Telecom lease, development and Management services in California.
 - b. Identify the number of years the firm has been in business.
 - c. Identify the location of the office that will be responsible for the implementation.
 - d. Provide specific information on contract termination for default, litigation settled or judgments entered within the last five (5) years, and criminal convictions or other regulatory investigations within the last five (5) years. Disclose any bankruptcies, year-end financial losses within the last three (3) years, office closures, layoffs, pending litigation, or other business reversals that may impact the ability of your firm to perform the contract if awarded, including the product manufacturer.
 - e. Provide the three most current client references for the services provided for Wireless/ Telecom lease, development and management in California including full contact information and a brief description of the services as well as the duration of services performed. (Such client references should be amenable to being contacted by the District Evaluation Team).

- 3) A brief discussion identifying the marketing and business strategy to attract potential carriers, project management process and major considerations that your firm would use to achieve the results described above. Identify firm's project management experience in implementing Telecom/ Wireless systems development and management, particularly experience related at educational institutions. The firm should have at least five (5) years experience in managing projects of this nature.
- 4) A list of all key personnel to be assigned to the project designating the individual who will have primary responsibility for oversight of the project (Project Manager). Describe his or her Telecom/ wireless experience (at least a minimum of five (5) years general industry experience), attach resumes of all key personnel. Resumes should demonstrate his or her experience in working on similar projects at educational institutions and/ or in California. Include name of projects, client, city, state and contact information.
- 5) Provide a description of Schedule of Commissions on signed leases, or other such means that will compensate the TMC for providing these services. The District prefers a simple process that is equitable to both parties while supporting its goals of providing academic opportunities to all California residents.

D. SUBMITTAL REQUIREMENTS

The individual or official of the firm who has the power to bind the firm contractually must sign the Proposal. The costs of proposal preparation and associated direct costs are the sole responsibility of the respondent and will not be reimbursed by the District. One (1) hard copy of the Proposal shall be submitted along with a CD containing the Proposal in electronic format (MS Word or pdf). Submittals shall contain no more than thirty (30) pages single-sided or fifteen (15) pages double sided, excluding the proposal form, front and back covers and tabs. Illustrations of related projects included as an Appendix will not be counted in the 30 page limit. Submittals containing more than the stated page limitation may not be considered.

E. EVALUATION & ACCEPTANCE OF RFP

The District reserves the right to reject any and all Proposals, to amend the RFP and the RFP process, and to discontinue or re-open the process at any time.

The Proposals will be evaluated by the District's Evaluation Team based on each firm's qualifications and relevant experience with similar work as identified in Section C of the RFP. The District may require the proposers to make oral presentations to clarify their proposals, and/or present its project management and implementation team for an oral interview with the evaluation panel. These presentations may be scheduled during the evaluation period of the proposals, and will be scored within the identified criteria/ scores. The evaluation criteria are as follows:

1. Firm's Wireless lease, development/ management experience	20 points
2. Project Manager's experience with similar work	20 points
3. Work Plan and approach to the project	20 points
4. Commission proposal pricing for services	25 points
5. Client references for services	<u>15 points</u>

Total possible points: 100 points

F. BASIS OF AWARD

The District will score the proposals based on the proposer's qualifications and how well the proposer meets the evaluation criteria noted above. There is no guarantee expressed or implied that the District will provide work to any party who has submitted a proposal.

G. FEE

Following the evaluation process, fees and billing rates will be negotiated with the TMC ranked highest based on the evaluation criteria. If fee negotiations with firm evaluated highest is not successful, the District will seek to negotiate and may award a contract to the next highest ranked firm.

H. INDEMNIFICATION/INSURANCE

The proposer awarded the TMC Agreement shall provide the necessary indemnity and insurance protections established in Sections 10 and 11 of the Form Agreement attached herein.

J. FORM OF AGREEMENT

The following Sample Form of Agreement (Attachment "B") will be used by the District for the Telecom Management Consulting services solicited. A proposal submitted in accord with instructions constitutes a binding offer subject to signing the Agreement. Proposed revisions or modifications to the District's standard contract terms and conditions must be included with the submittal. ***Revision or modification by the proposer of the District's RFP and contract terms and conditions may render the proposal non-responsive. Proposers are requested to state clearly in writing any exceptions to the Lease Agreement in its response to the RFP***

K. ATTACHMENTS

Attachment A – List of Campuses, Satellites and existing Cell Contracts

Attachment B - Form of Agreement

Attachment C – Confidentiality Agreement

Attachment D - Certification of Non-Discrimination

Attachment E – Non-Collusion Affidavit

Attachment “A”

List of Campuses, Satellites and Existing Contracts

Los Angeles City College
855 N. Vermont Avenue
Los Angeles, CA 90029

East Los Angeles College
1301 Avenida Cesar Chavez
Monterey Park, CA 91754

Los Angeles Harbor College
1111 Figueroa Place
Wilmington, CA 90744

Los Angeles Mission College
13356 Eldridge Avenue
Sylmar, CA 91342

Pierce College
6201 Winnetka Avenue
Woodland Hills, CA 91371

Los Angeles Southwest College
1600 West Imperial Highway
Los Angeles, CA 90047

Los Angeles Trade Technical College
400 West Washington Boulevard
Los Angeles, CA 90015

Los Angeles Valley College
5800 Fulton Avenue,
Valley Glen, CA, 91401

West Los Angeles College
9000 Overland Avenue
Culver City, CA 90230

Satellite Campuses:

Los Angeles City College Northeast Campus
3016-3020 San Fernando Road
Los Angeles, CA 90065

East Los Angeles Southgate Campus
2525 Firestone Boulevard
South Gate, CA 90280

Current Cell Site Leases and periods

Note: Site leases identified below shall be managed and overseen by the LACCD Business Services Division until termination or expiration of such agreements. As such, those leases listed shall be exempt from the services requested in the RFP.

East Los Angeles College

Cingular – 08/2006 - 08/2021, Panel arrays on Stadium lights

Omnipoint Communications (T Mobile) – 01/2007 - 12/2022, Panel arrays on stadium lights

Pierce College

AB Cellular – 08/2005 – 08/2015, Street light standard with panel array

Sprint PCS – 09/2004 – 09/2014, Array on gym room

Sprint/ Nextel – 04/2005 – 02/2016, Array on gym room

Los Angeles Valley College

Air Touch Cellular/ Verizon – 09/1996 – 08/2027 with extension, Monopole

Sprint PCS – 12/2003 – 12/2028, Panel arrays on stadium lights

The following Attachments may be viewed on the website as a separate posting:

Attachment “B” -Sample Form of Agreement

Attachment C – Confidentiality Agreement

Attachment D - Certification of Non-Discrimination

Attachment E – Non-Collusion Affidavit